be a great learning experience and opportunity for exchange of information. We will gain tremendous insight into the actual process of perestroika and the challenges it presents. The Institute will also arrange visits and talks with people involved in enterprises that are just beginning to employ democratic management in their workplaces. In Leningrad we will also meet with the representatives and owners of various cooperative businesses--including those in the film, organic food, and manufacturing industries.

In Moscow we will meet with three groups: FAKT, the Foundation for Social Invention, and organizers of co-ops and managers of progressive state enterprises.

FAKT is a new co-op in the Soviet Union. It is a service business with over 100 employees and five offices throughout the country. FAKT provides technical assistance to emerging co-operative businesses in areas such as financing, locating raw materials and equipment, marketing (internally and abroad), pricing, management practices, and democratic management opportunities.

The leaders at FAKT were surprised and interested to learn about the cooperative business movement in the USA. Be prepared to share information about your business and democratic management.

Foundation for Social Invention brings together social innovators who are on the cutting edge of change in the USSR. Their work involves connecting unique special interest groups from the USA and other countries with these innovators in the USSR. FSI is very concerned that new co-operative businesses are socially responsible in all regards.

We will be meeting with the organizers and owners of many new co-ops from restaurants to manufacturing concerns. Visits to state enterprise plants, discussions with representatives of the trade unions, and visits to the services that trade unions provide from day care centers to palaces of culture are also planned.

In Sochi we will meet with organizers of one of the largest co-ops in the country, talk with their workers council, and see how they operate as a broker of merchandise from eleven different republics. We also will frolic in the ocean mist on the famous resort coast of the Black Sea.

Tbilisi, with a population of over one million, stretches along the River Kura, and is surrounded by mountains. The city is the capital of Georgia and has a full complement of museums, universities, and opera houses, in addition to the famed Marxism-Leninism Institute. We will visit these sites, tour a collective farm and a major factory, and ride a cable car to the top of Mount Mtatsmida.

Stavropol is a small town in the region where Gorbachev got his start as head of agriculture. It is home to some of the more progressive new experiments in cooperative business and worker/management relations. Our visit to Stavropol will give us a chance to gain greater insight into the people of the Soviet Union and enjoy them in a more relaxed environment.

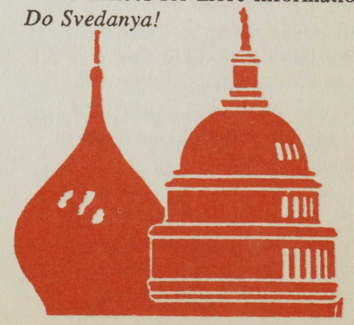
Expect to immerse yourself in Soviet culture with a full program that includes music, theater, art, food and drink! The tour is being hosted in the U.S.S.R. by the Central Council of Trade Unions. We will be staying in hotels that are used by Soviets traveling for business or on holiday. These are not typical ntourist places, so we will have increased contact with the Soviet people.

The second trip is scheduled for September 10-23, 1989. The itinerary includes all the opportunities of the first trip and provides for longer stays in Moscow, Leningrad, and Tbilisi to give us time to become better acquainted with the Soviet people. We will have special meetings with representatives of the All Union Central Council of Trade Unions, visit four different types of factories, meet with editors, writers, and scholars and discuss the restructuring and resulting changes in the economy, educational fields, and society at large. We will have a lot of time in the Kremlin, river boat rides, and other thrilling adventures.

Each trip is limited to 25 people. The cost for each is $2695.00 (price may vary slightly) and includes round-trip airfare from Seattle or New York, layover in Copenhagen, all transportation in the Soviet Union, hotel (twin room), three meals a day (breakfast only in Copenhagen), and cost of visa. You will also get flight, baggage, and health insurance, two experienced American guides, one English speaking Russian guide, and all preparatory materials.

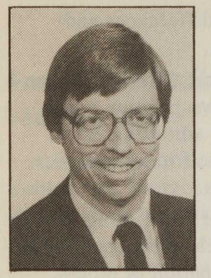
This is truly a once in a lifetime opportunity to experience a fascinating journey of learning, understanding, enlightenment, and outright fun. Please call me (1-800-289-3366) at ADW offices for more information.

Do Svedanya!



INVESTING FOR SOCIAL CHANGE

By Rob Baird



The recent national elections remind us again of the tremendous power money has in our society. Yes, our democratic system gives us each one vote. Yet incumbent members of the U.S. House of Representatives, who often have significant political action committee (PAC) contributions, are almost impossible to unseat (only five of 408 were defeated this year). In Oregon, the major tobacco companies made substantial contributions to a successful effort to defeat an initiative that would have banned smoking in public places.

Most of the Oregonians who voted to ban smoking in public places probably have money in a bank, mutual fund, or insurance company that hold stocks and bonds in the same major tobacco companies. If you oppose the building of nuclear weapons, you are not likely to want to be earning dividends from a major "Star Wars" defense contractor.

Socially responsible investing (SRI) offers people the opportunity to invest their money in ways that reflect their personal values. Increasing numbers of individuals and institutions are examining where their money is and what it supports. In 1985, $45 billion was invested using some type of social criteria according to a national trade association called the Social Investment Forum. That amount is now up to $450 billion--a tenfold increase in only a few years.

Most of this money is from the divestment of college endowment funds and public pension funds from companies operating in South Africa. Other criteria for socially responsible investing include avoiding companies that manufacture weapons systems or produce nuclear energy. It is also possible to invest in companies that make a positive contribution--for example companies that manufacture solar energy equipment--or companies that promote worker participation in decision making.

There are a variety of investment opportunities including certificates of deposit, money markets, mutual funds, stocks and bonds, and even real estate.

Community investing through revolving loan funds is an approach with the potential for a more direct impact on society. These funds borrow from investors and make loans to projects that generally cannot get loans from traditional sources, such as housing rehabilitation or small business development.

There are plenty of opportunities for SRI, but people are concerned that it is necessary to sacrifice financial returns. *The Wall Street Journal* ran an article last July with the headline, "Socially Aware Investing Turns Profitable." It is significant that a publication serving as the standard bearer of traditional capitalism has recognized that maximization of profits is not the only approach. In fact, some "socially aware" funds do have "high flying performance."

One of the largest pools of capital today is pension funds. They will only continue to grow. The front end of the baby-boom generation recently turned 40, and many individuals in this group are starting to think about saving for retirement. Most do not want to count on social security. SRI provides an excellent opportunity for people to invest for their own future security and at the same time to make a positive impact on society.

The Association for the Democratic Workplace will soon offer socially responsible retirement plans to its members. The types of plans which will meet most members' needs are the Simplified Employee Pension Plan (SEP-IRA) and the Tax-Deferred Annuity (TDA). A brief description of each follows. More detailed information about these and other plans will appear in the next issue.

SEP-IRAs are particularly useful to the small organization or self-employed person. An employer may make tax-deductible contributions of 0 to 15 percent of employees' salaries. The percentage can change each year as needed. Organizations with 25 or fewer employees may also allow employees to make their own contributions to the plan through a pre-tax salary reduction. SEP-IRAs are easy to administer.

A TDA is for non-profit organizations [(501 (c) (3)] and is also referred to as a TSA or 403(b) Plan. Employees may contribute approximately 16.7 percent of their annual salary on a pre-tax basis, with a minimum of administration. The organization may also make contributions for employees, however this requires additional administration.

In our society money is power. SRI provides an opportunity to exercise this power by withdrawing support from activities we oppose and directing our financial resources to those we support. As more and more individuals and organizations examine where their money is and decide to invest in socially responsible ways, we are creating the potential for an exciting growth in positive social change.

Rob Baird has worked for a variety of nonprofit organizations. A graduate of Oberlin College and Duke University, he is a registered investment advisor with Progressive Securities in Portland, OR, a financial services firm that assists concerned investors with a full range of socially and financially responsible investments. He is a member of the Social Investment Forum and the author of SRI: An Introduction.